

Regarding the Media Ownership Policy Reexamination - PLEASE do not rescind the 1996 act! As a consumer, I feel very strongly that today's media already does an extremely poor job of presenting balanced and diverse coverage and content (news or otherwise) and most certainly believe that "...such rules are necessary in the public interest as a result of competition." Today's media ownership cares nothing for diversity and localism in the market - rather, ownership cares solely for the advertising dollar. Big media conglomerates already control the minds and actions of the vast majority of our nation's people, and rescinding this act will only serve to further homogenize our worldview and experience. Even with the limits applied by the 1996 act, media monopolies dictate the same, bland voice to the papers I read, radio stations that I listen to or television broadcasts that I watch (public radio and television being the only stand-out exception). Further monopolization of the mass media as a result of this "re-examination" will only lead to fewer and fewer voices... and the voices heard will be purchased with the deep pockets of big business.

I live in a big market area and have found only 3 radio stations that are not owned by the Clear Channel monster... 2 are funded by public support, and the other one was recently bought out by another hungry conglomerate which promptly changed it's format to the same blasé sound I can find in every city in every state across this nation. Where is the competition?? Where is the diversity??

Please understand that I am not altogether uneducated on the subject - I majored in mass communications in college with an emphasis on broadcasting. I studied the mass media, broadcasting and ownership for four years, and in the end became so disillusioned with media ownership/censorship machine that I no longer had any desire to become part of the field. Consumers are already left with very few REAL choices. Even if the big conglomerates create 1000 more cable channels, we'll still be hearing the same noise (just repeated throughout the day across 20 similar formats). I guess that now would be the time for me to start up that pirate radio station of which I've fantasized.